

IRON COUNTY TOURISM PROFILE

County Indicator	2006	2007	2008	% Change 2007-2008	State Ranking
DEMOGRAPHIC					
Population	43,424	44,813	46,341	3.4%	9
Total Non-Ag Employment	16,801	47,037	16,651	-64.6%	9
Non-Ag Avg Monthly Wage	\$2,056	\$2,170	2,217	2.2%	23
Per Capita Income	\$21,602	\$21,904	20,916	-4.5%	26
Unemployment Rate*	2.8%	2.7%	4.2%	55.6%	8
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)**	\$96.7	\$104.6	\$99.2	-5.2%	9
Travel & Tourism Related Employment**	1,537	1,419	1,412	-0.5%	8
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending**	\$3,140.9	\$9,978.5	\$9,468.1	-5.1%	9
Transient Room Tax	\$548.9	\$882.7	\$838.1	-5.1%	11
Restaurant Tax	\$465.5	\$493.3	\$473.6	-4.0%	8
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$673.9	\$693.3	\$632.4	-8.8%	9
REGIONAL VISITATION COUNTS					
Zion N.P.	2,514,490	2,657,280	2,657,213	0.0%	
Bryce Canyon N.P.	890,673	955,715	1,043,321	9.2%	
Quail Creek S.P.	108,482	112,534	95,239	-15.4%	
Cedar Breaks N.M.	453,382	515,339	642,177	24.6%	
Grand Staircase-Escalante N.M.	695,866	708,362	711,310	0.4%	
Snow Canyon S.P.	255,643	385,963	299,233	-22.5%	
Utah Shakespearean Festival	140,000	126,000	124,086	-1.5%	
Iron Mission S.P.	18,498	15,853	16,904	6.6%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2007 - 2008 calculations

r = revised

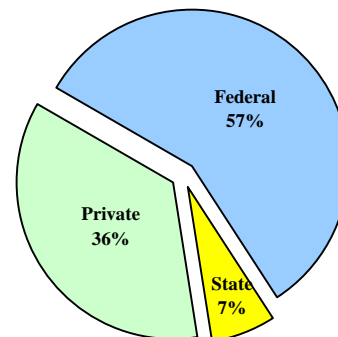
Land Ownership - 2008	No. of Acres	% Total
Total Acres in County	2,112,651	100.0%
Federal Government	1,215,132	57.5%
BLM	963,303	45.6%
US Forest Service	242,978	11.5%
National Parks	8,851	0.4%
National Wildlife Service	--	--
Other •	--	--
State Government	141,025	6.7%
Utah State Parks & Recreation	231	0.0%
Utah State Wildlife Reserves	8,069	0.4%
State Trust Lands	132,725	6.3%
Other ••	--	--
American Indian	2,503	0.1%
Private*	754,198	35.7%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2008



Iron County Tourism Profile

